MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

LPI2027 PROFESSIONAL IMAGE AND ETIQUETTE

(All Sections)

7 MARCH 2019
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** printed pages with **TWO** sections only.
2. Answer **ALL** questions.
3. Write your answers in the **Answer Booklet** provided.

SECTION A: STRUCTURED QUESTIONS [30 MARKS]

Instruction: Answer **ALL** questions.

1. Briefly explain professional image. (2 marks)

2. A protocol is a rule for carrying out an action or a behaviour at workplace.

   a) Briefly explain social protocol. (2 marks)

   b) Identify five (5) essential elements of social protocol. (5 marks)

3. Identify four (4) main attributes of a professional image. (4 marks)

4. Identify four (4) elements of personal behavior. (4 marks)

5. Professional image is also communicated through your use of appropriate manners and etiquette. We should be familiar with the different protocols of behavior as they relate to social manners and etiquette. (6 marks)

   a) Identify six (6) social manners and etiquette.

6. Meal management is part of dining etiquette. Briefly explain ***A La Carte.*** (2 marks)

7. Workplace ethics and behavior are a crucial part of employment, as both are aspects that can assist a company in its efforts to be profitable. In fact, ethics and behavior are just as important to most companies as performance as high morale and teamwork are two ingredients for success.

   Briefly explain the following terms in the workplace ethics with an example each:

   a) Behaviour
   b) Integrity
   c) Teamwork
   d) Commitment
   e) Accountability (5 marks)

Continued...

SECTION B: SHORT ANSWER QUESTION [20 MARKS]

Instructions: Read the information below and answer the questions that follow.

1.

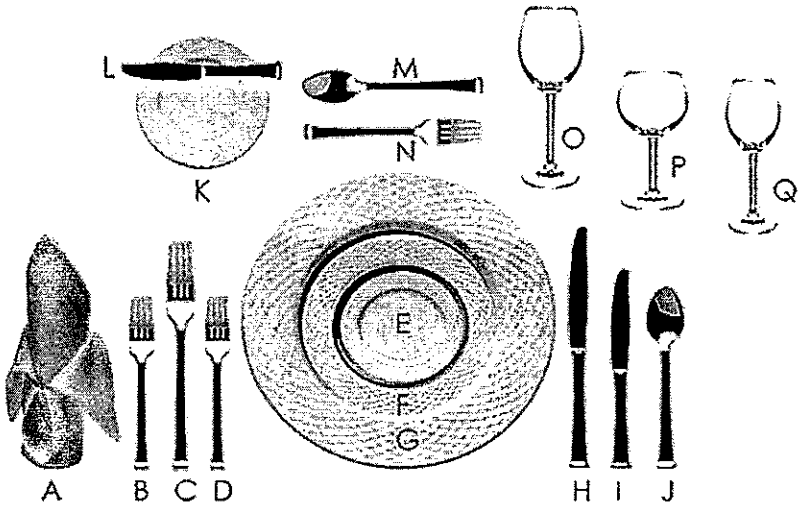

Figure 1: Business Dining Set Up

a. Meals are a common part of both the job search process and working with clients in the business world. Discuss where and when to sit when dining for business. (10 marks)

b. By referring to Figure 1, discuss your table manners and etiquette during the meal. (10 marks)

End of paper